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B10 selectively providing at least one of emphasis and de-emphasis of at least one video layer object using said graphics layer.

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27. The method of claim 16 wherein all object identification functions are performed locally to the subscriber equipment.

28. The method of claim 16 further comprising identifying an object and selecting the identified object to synchronously jump from broadcast mode to pointcast mode.

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29. The method of claim 28 further comprising the step of returning to the broadcast mode when a pointcast transmission ends.

30. The method of claim 16 wherein identification and selection of an object causes the graphics layer to emphasize certain objects with respect to remaining objects.

31. The method of claim 16 further comprising the steps of:
selecting an emphasized object in said program guide;
communicating the selection to service provider equipment; and
sending, from said service provider equipment, a multi-media bitstream corresponding to said selected object.

32. The method of claim 31 wherein said multi-media bitstream is a video-on-demand movie.

33. The method of claim 16 further comprising the steps of:
selecting an emphasized object in said program guide;
causing an event in the service provider equipment, where said event is on or more of tuning to an analog channel, tuning to a digital channel or launching a resident capability in the service provider equipment.